

WHAT IS CLAIMED IS:

- 1 1. A method for obtaining item information, comprising:
2 capturing an image of an item identifier;
3 transmitting the image; and
4 in response to the transmission, receiving item information associated with
5 an item identified by the item identifier.

- 1 2. A method according to Claim 1, wherein the image is transmitted to a
2 device.

- 1 3. A method according to Claim 1, wherein the image is transmitted via a
2 wireless connection.

- 1 4. A method according to Claim 1, wherein the item identifier comprises at
2 least one of a barcode, a VCRplus code, text, a portion of the item, a color, and a
3 texture.

- 1 5. A method according to Claim 4, wherein the item identifier is a Uniform
2 Resource Locator.

- 1 6. A method according to Claim 1, wherein the item identifier is an
2 element of a promotional offer.

- 1 7. A method according to Claim 1, wherein the item information
2 comprises at least one of item specifications, warranty information, executable
3 software, item availability information, Web page data, and a machine-readable
4 version of a text identifier.

1 8. A method according to Claim 7, wherein the item information
2 comprises software for conducting optical character recognition.

1 9. A method according to Claim 1, wherein the item identifier is located
2 proximate to a location, and wherein the item information relates to the location.

1 10. A method according to Claim 1, wherein the item information
2 comprises an expiration date.

1 11. A method according to Claim 10, further comprising recording the
2 expiration date in a calendar.

1 12. A method according to Claim 11, wherein the item identifier is an
2 element of a promotional offer.

1 13. A method according to Claim 12, wherein the item identifier is printed
2 in circulated materials.

1 14. A method according to Claim 11, wherein the calendar is a countdown
2 calendar.

1 15. A method for providing item information, comprising:
2 receiving an image of an item identifier; and
3 determining, based on the received image, item information associated
4 with an item identified by the item identifier.

1 16. A method according to Claim 15, wherein the image is received from
2 a device.

1 17. A method according to Claim 16, further comprising:
2 transmitting the item information to the device.

1 18. A method according to Claim 16, further comprising:
2 transmitting the item information to a second device.

1 19. A method according to Claim 16, further comprising:
2 receiving a second image of a second item identifier from a second
3 device; and
4 determining, based on the received second image, item information
5 associated with a second item identified by the second item identifier.

1 20. A method according to Claim 15, wherein the determining step
2 comprises:
3 translating the received image into an identification code.

1 21. A method according to Claim 20, wherein the determining step further
2 comprises:
3 identifying the item information as being associated with the identification
4 code.

1 22. A method according to Claim 21, wherein the identifying step
2 comprises:
3 transmitting the identification code to a device.

1 23. A method according to Claim 22, wherein the identifying step further
2 comprises:
3 receiving the item information from the device.

1 24. A method according to Claim 23, wherein the device transmits the
2 item information to a device from which the image was received.

1 25. A method according to Claim 15, wherein the item identifier comprises
2 at least one of a barcode, a VCRplus code, text, a portion of the item, a color,
3 and a texture.

1 26. A method according to Claim 25, wherein the item identifier is a
2 Uniform Resource Locator.

1 27. A method according to Claim 15, wherein the item identifier is an
2 element of a promotional offer.

1 28. A method according to Claim 15, wherein the item information
2 comprises at least one of item specifications, warranty information, executable
3 software, item availability information, Web page data, an expiration date, and a
4 machine-readable version of a text identifier.

1 29. A method according to Claim 28, wherein the item information
2 comprises software for conducting optical character recognition.

1 30. A method according to Claim 15, wherein the determining step further
2 comprises:
3 determining a type of the received image; and
4 determining a method to obtain item information based on the type.

1 31. A method according to Claim 15, wherein the item identifier is located
2 proximate to a location, and wherein the item information relates to the location.

1 32. A method according to Claim 15, further comprising:
2 receiving payment from a seller of the item.

1 33. A method according to Claim 32, wherein the payment is based on a
2 number of times the image is received.

1 34. A method according to Claim 32, wherein the payment is based on an
2 increase in the seller's revenue.

1 35. A system to interpret item identifiers, comprising:
2 a client device for capturing an image of an item identifier, for transmitting
3 the image, and for receiving item information associated with an item identified
4 by the item identifier in response to the transmission; and
5 a server for receiving the image and determining the item information
6 based on the received image.

1 36. A system according to Claim 35, further comprising:
2 an information provider for receiving the image from the server, for
3 determining the item information, and for transmitting the item information to the
4 server.

1 37. A system according to Claim 35, further comprising:
2 an information provider for receiving the image from the server, for
3 determining the item information, and for transmitting the item information to the
4 client device.

1 38. A system according to Claim 35, wherein the server receives a
2 payment from a seller of the item.

1 39. A system according to Claim 38, wherein the payment is based on a
2 number of times the image is received.

1 40. A system according to Claim 38, wherein the payment is based on an
2 increase in the seller's revenue.

1 41. A medium storing processor-executable process steps to obtain item
2 information, the process steps comprising:
3 a step to capture an image of an item identifier;
4 a step to transmit the image; and
5 a step to receive, in response to the transmission, item information
6 associated with an item identified by the item identifier.

1 42. A medium according to Claim 41, wherein the image is transmitted to
2 a device.

1 43. A medium according to Claim 41, wherein the image is transmitted via
2 a wireless connection.

1 44. A medium according to Claim 41, wherein the item identifier
2 comprises at least one of a barcode, a VCRplus code, text, a portion of the item,
3 a color, and a texture.

1 45. A medium according to Claim 44, wherein the item identifier is a
2 Uniform Resource Locator.

1 46. A medium according to Claim 41, wherein the item identifier is an
2 element of a promotional offer.

1 47. A medium according to Claim 41, wherein the item information
2 comprises at least one of item specifications, warranty information, executable
3 software, item availability information, Web page data, and a machine-readable
4 version of a text identifier.

1 48. A medium according to Claim 47, wherein the item information
2 comprises software for conducting optical character recognition.

1 49. A medium according to Claim 41, wherein the item identifier is located
2 proximate to a location, and wherein the item information relates to the location.

1 50. A medium according to Claim 41, wherein the item information
2 comprises an expiration date.

1 51. A medium according to Claim 50, the process steps further
2 comprising a step to record the expiration date in a calendar.

1 52. A medium according to Claim 51, wherein the item identifier is an
2 element of a promotional offer.

1 53. A medium according to Claim 52, wherein the item identifier is printed
2 in circulated materials.

1 54. A medium according to Claim 51, wherein the calendar is a
2 countdown calendar.

1 55. A medium storing processor-executable process steps to provide item
2 information, the process steps comprising:
3 a step to receive an image of an item identifier; and

4 a step to determine, based on the received image, item information
5 associated with an item identified by the item identifier.

1 56. A medium according to Claim 55, wherein the image is received from
2 a device.

1 57. A medium according to Claim 56, the process steps further
2 comprising:
3 a step to transmit the item information to the device.

1 58. A medium according to Claim 56, the process steps further
2 comprising:
3 a step to transmit the item information to a second device.

1 59. A medium according to Claim 56, the process steps further
2 comprising:
3 a step to receive a second image of a second item identifier from a second
4 device; and
5 a step to determine, based on the received second image, item
6 information associated with a second item identified by the second item identifier.

1 60. A medium according to Claim 55, wherein the process step to
2 determine item information:
3 a step to translate the received image into an identification code.

1 61. A medium according to Claim 60, wherein the process step to
2 determine item information further comprises:
3 a step to identify the item information as being associated with the
4 identification code.

1 62. A medium according to Claim 61, wherein the process step to identify
2 the item information comprises:
3 a step to transmit the identification code to a device.

1 63. A medium according to Claim 62, wherein the process step to identify
2 the item information further comprises:
3 a step to receive the item information from the device.

1 64. A medium according to Claim 62, wherein the device transmits the
2 item information to a device from which the image was received.

1 65. A medium according to Claim 55, wherein the item identifier
2 comprises at least one of a barcode, a VCRplus code, text, a portion of the item,
3 a color, and a texture.

1 66. A medium according to Claim 65, wherein the item identifier is a
2 Uniform Resource Locator.

1 67. A medium according to Claim 55, wherein the item identifier is an
2 element of a promotional offer.

1 68. A medium according to Claim 55, wherein the item information
2 comprises at least one of item specifications, warranty information, executable
3 software, item availability information, Web page data, an expiration date, and a
4 machine-readable version of a text identifier.

1 69. A medium according to Claim 68, wherein the item information
2 comprises software for conducting optical character recognition.

1 70. A medium according to Claim 55, wherein the process step to
2 determine item information further comprises:
3 a step to determine a type of the received image; and
4 a step to determine a medium to obtain item information based on the
5 type.

1 71. A medium according to Claim 55, wherein the item identifier is located
2 proximate to a location, and wherein the item information relates to the location.

1 72. A medium according to Claim 55, the process steps further
2 comprising:
3 receiving payment from a seller of the item.

1 73. A medium according to Claim 72, wherein the payment is based on a
2 number of times the image is received.

1 74. A medium according to Claim 72, wherein the payment is based on
2 an increase in the seller's revenue.

1 75. An apparatus to obtain item information, comprising:
2 a processor; and
3 a storage device in communication with said processor and storing
4 instructions adapted to be executed by said processor to:
5 capture an image of an item identifier;
6 transmit the image; and
7 receive, in response to the transmission, item information associated with
8 an item identified by the item identifier.

1 76. An apparatus according to Claim 75, wherein the image is transmitted
2 to a device.

1 77. An apparatus according to Claim 75, wherein the image is transmitted
2 via a wireless connection.

1 78. An apparatus according to Claim 75, wherein the item identifier
2 comprises at least one of a barcode, a VCRplus code, text, a portion of the item,
3 a color, and a texture.

1 79. An apparatus according to Claim 78, wherein the item identifier is a
2 Uniform Resource Locator.

1 80. An apparatus according to Claim 75, wherein the item identifier is an
2 element of a promotional offer.

1 81. An apparatus according to Claim 75, wherein the item information
2 comprises at least one of item specifications, warranty information, executable
3 software, item availability information, Web page data, and a machine-readable
4 version of a text identifier.

1 82. An apparatus according to Claim 81, wherein the item information
2 comprises software for conducting optical character recognition.

1 83. An apparatus according to Claim 75, wherein the item identifier is
2 located proximate to a location, and wherein the item information relates to the
3 location.

1 84. An apparatus according to Claim 75, wherein the item information
2 comprises an expiration date.

1 85. An apparatus according to Claim 84, the storage device storing
2 instructions adapted to be executed by said processor to record the expiration
3 date in a calendar.

1 86. An apparatus according to Claim 85, wherein the item identifier is an
2 element of a promotional offer.

1 87. An apparatus according to Claim 86, wherein the item identifier is
2 printed in circulated materials.

1 88. An apparatus according to Claim 85, wherein the calendar is a
2 countdown calendar.

1 89. An apparatus to provide item information, comprising:
2 a processor; and
3 a storage device in communication with said processor and storing
4 instructions adapted to be executed by said processor to:
5 receive an image of an item identifier; and
6 determine, based on the received image, item information associated with
7 an item identified by the item identifier.

1 90. An apparatus according to Claim 89, wherein the image is received
2 from a device.

1 91. An apparatus according to Claim 90, the storage device storing
2 instructions adapted to be executed by the processor to transmit the item
3 information to the device.

1 92. An apparatus according to Claim 90, the storage device storing
2 instructions adapted to be executed by the processor to transmit the item
3 information to a second device.

1 93. An apparatus according to Claim 90, the storage device storing
2 instructions adapted to be executed by the processor to:
3 receive a second image of a second item identifier from a second device;
4 and
5 determine, based on the received second image, item information
6 associated with a second item identified by the second item identifier.

1 94. An apparatus according to Claim 89, wherein the instruction adapted
2 to be executed by the processor to determine item information comprises an
3 instruction adapted to be executed by the processor to translate the received
4 image into an identification code.

1 95. An apparatus according to Claim 94, wherein the instruction adapted
2 to be executed by the processor to determine item information comprises an
3 instruction adapted to be executed by the processor to identify the item
4 information as being associated with the identification code.

1 96. An apparatus according to Claim 95, wherein the instruction adapted
2 to be executed by the processor to identify the item information comprises an
3 instruction adapted to be executed by the processor to transmit the identification
4 code to a device.

1 97. An apparatus according to Claim 96, wherein the instruction adapted
2 to be executed by the processor to identify the item information comprises an
3 instruction adapted to be executed by the processor to receive the item
4 information from the device.

1 98. An apparatus according to Claim 96, wherein the device transmits the
2 item information to a device from which the image was received.

1 99. An apparatus according to Claim 89, wherein the item identifier
2 comprises at least one of a barcode, a VCRplus code, text, a portion of the item,
3 a color, and a texture.

1 100. An apparatus according to Claim 99, wherein the item identifier is a
2 Uniform Resource Locator.

1 101. An apparatus according to Claim 89, wherein the item identifier is an
2 element of a promotional offer.

1 102. An apparatus according to Claim 89, wherein the item information
2 comprises at least one of item specifications, warranty information, executable
3 software, item availability information, Web page data, an expiration date, and a
4 machine-readable version of a text identifier.

1 103. An apparatus according to Claim 102, wherein the item information
2 comprises software for conducting optical character recognition.

1 104. An apparatus according to Claim 89, wherein the instruction adapted
2 to be executed by the processor to determine item information comprises an
3 instruction adapted to be executed by the processor to:
4 determine a type of the received image; and
5 determine a medium to obtain item information based on the type.

1 105. An apparatus according to Claim 89, wherein the item identifier is
2 located proximate to a location, and wherein the item information relates to the
3 location.

1 106. An apparatus according to Claim 89, the storage device storing
2 instructions adapted to be executed by the processor to receive payment from a
3 seller of the item.

1 107. An apparatus according to Claim 106, wherein the payment is based
2 on a number of times the image is received.

1 108. An apparatus according to Claim 106, wherein the payment is based
2 on an increase in the seller's revenue.

1 109. A method according to Claim 1, wherein the item identifier comprises
2 first text in a first language and the item information comprises second text in a
3 second language, wherein the item information is in a machine-readable format,
4 and wherein the second text represents a translation of the first text from the first
5 language to the second language.

1 110. A method according to Claim 15, wherein the item identifier
2 comprises first text in a first language and the item information comprises second
3 text in a second language, wherein the item information is in a machine-readable

4 format, and wherein the second text represents a translation of the first text from
5 the first language to the second language.

1 111. A medium according to Claim 41, wherein the item identifier
2 comprises first text in a first language and the item information comprises second
3 text in a second language, wherein the item information is in a machine-readable
4 format, and wherein the second text represents a translation of the first text from
5 the first language to the second language.

1 112. A medium according to Claim 55, wherein the item identifier
2 comprises first text in a first language and the item information comprises second
3 text in a second language, wherein the item information is in a machine-readable
4 format, and wherein the second text represents a translation of the first text from
5 the first language to the second language.